

Chef Philippe Haddad with an array of produce from myproduceguy.com.



My Produce Guy **Atlanta's online produce shopping alternative**

You've shopped online before but were just browsing. Here's the real deal: You want to eat healthy—you really do. You even like fruits and vegetables. The only problem is time. After clocking in more than 60 hours a week, squeezing in trips to the gym (a tight squeeze), training for that marathon and seeing friends occasionally, who's got time to grocery shop? Not you. Not with that schedule. Thankfully, friend, those days are over! Having opened its Web-based doors about a year ago, MyProduceGuy.com delivers fresh produce to the front and/or office doors of time-strapped Atlantans. Its mission: to make convenience a virtual reality.

"Everyone is so busy," Marketing Director Terry Shirley says. "We offer a service where you go online and order produce and other staple goods [for delivery] the very next day." In addition to offering expediency, the Richard Levine-owned MPG is dedicated to providing clients with healthy alternatives and quality produce at reasonable prices no higher than what shoppers encounter at local supermarkets. And there's an added bonus; all products are hand-selected by trained employees. "They are not picking the first tomato they find," Shirley explains. "If you have ordered six tomatoes, they are going to find you six nice tomatoes." As for how the online service compares in quality to popular food markets like Whole Foods Market and Publix, Shirley says, "You're not going to find any difference." True to form, MPG buys products

in bulk just like traditional outlets. The difference between them is MPG's ability to buy produce daily and closer to the source, an advantage that allows the company to offer Atlantans fresh products of exceptional quality at competitive prices.

Deliveries begin at 4 a.m. Monday through Friday.

Orders are packed in containers designed to keep perishables fresh for up to four hours, and are transported by a refrigerated truck so that customers have plenty of time to transfer their groceries safely to the confines of an icy fridge. One might rightly expect this helpful service to come with a hefty price tag. Not so! Believe it or not, deliveries are 100-percent affordable, each costing only \$5 for packaging, plus the cost of the items ordered. Sounds a lot better (and easier) than fighting the express line after work, right?

MPG also delivers goods to more than 50 of the finest restaurants in Metro Atlanta and has partnered with Country Club of the South's executive chef Philippe Haddad, giving the expanding company a whole other level of credibility. With Haddad as a spokesperson and one of the best selections of produce, organics, dairy products, herbs and other select grocery items, it's easy to see why Atlantans are ditching their shopping list, logging on and ordering from MPG. Sold? Well, with a customer base growing daily, rest assured you're in good company. As Shirley says, "Once you try us, you'll [be] hooked!" We couldn't agree more. For more information, visit myproduceguy.com. —Beth Weitzman and Alicia Wages

